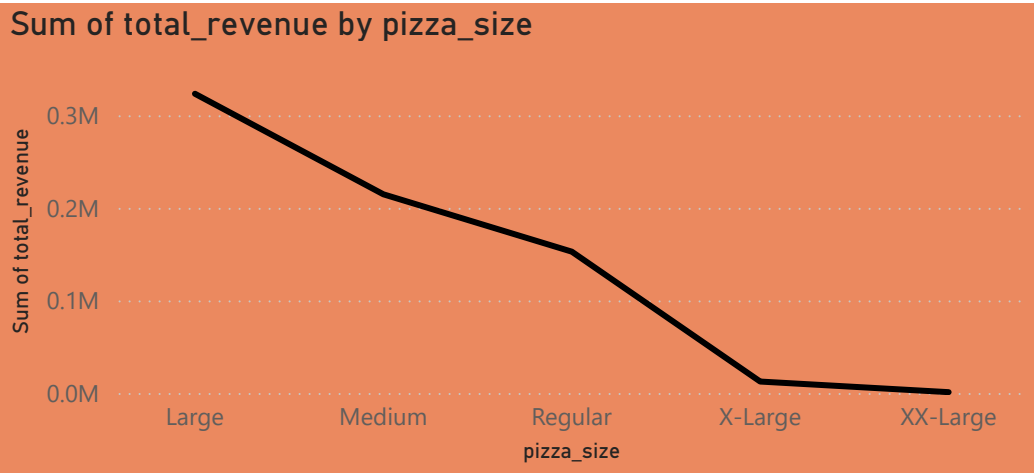
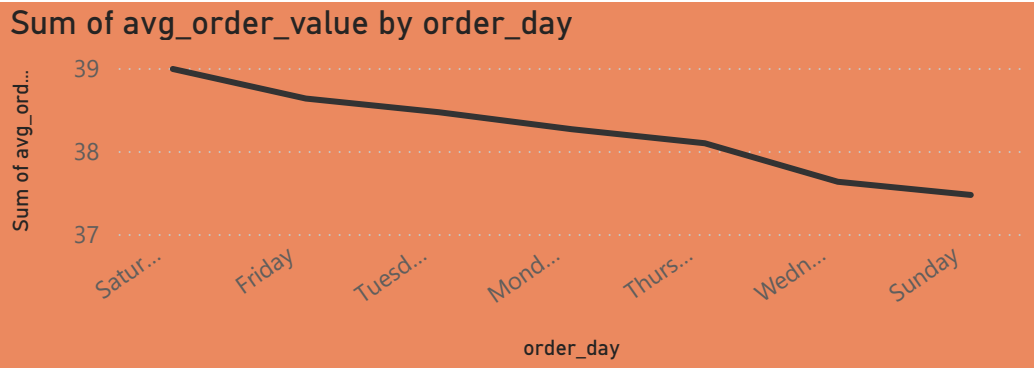
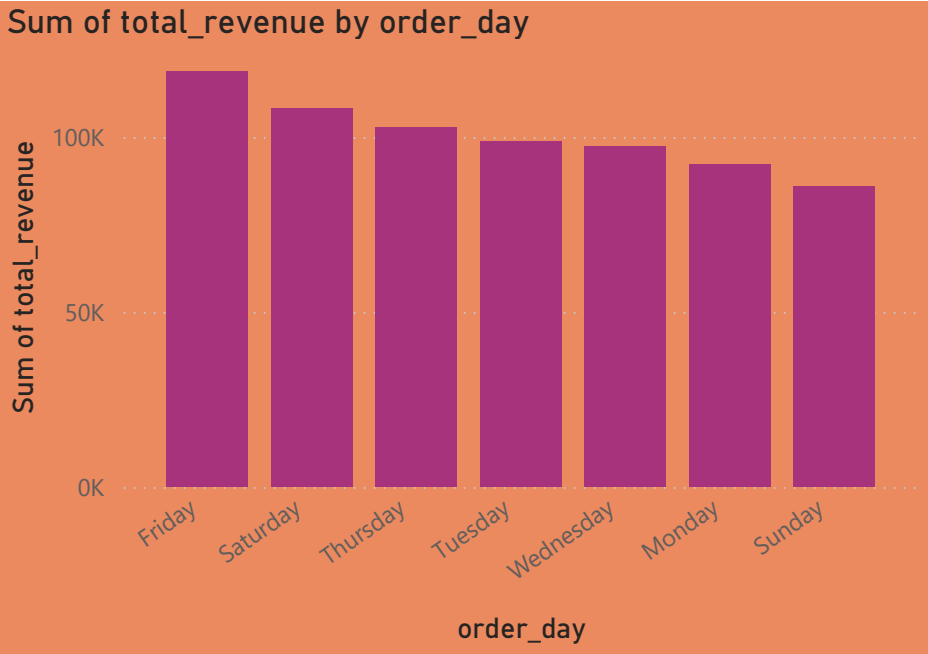


# Pizza Sales Performance and Trend Analysis:

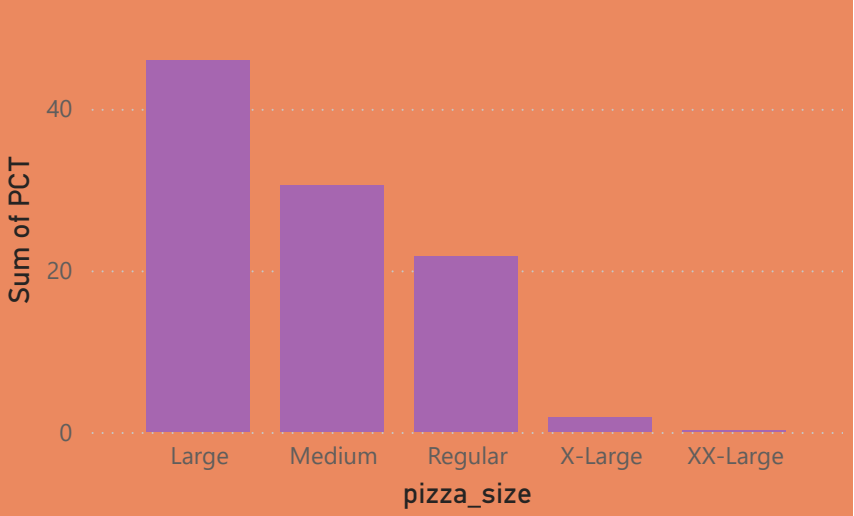
Sum of Total\_Revenue



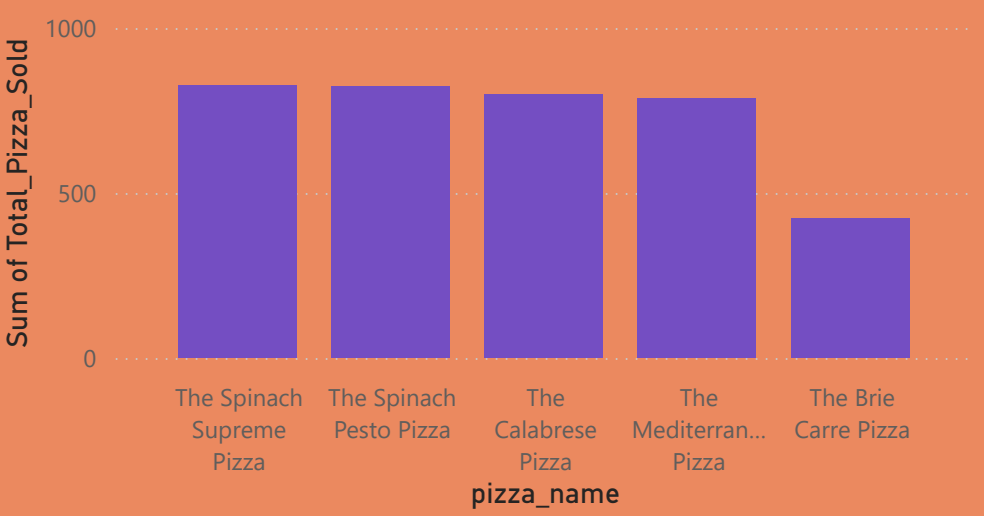
7,03,831.30



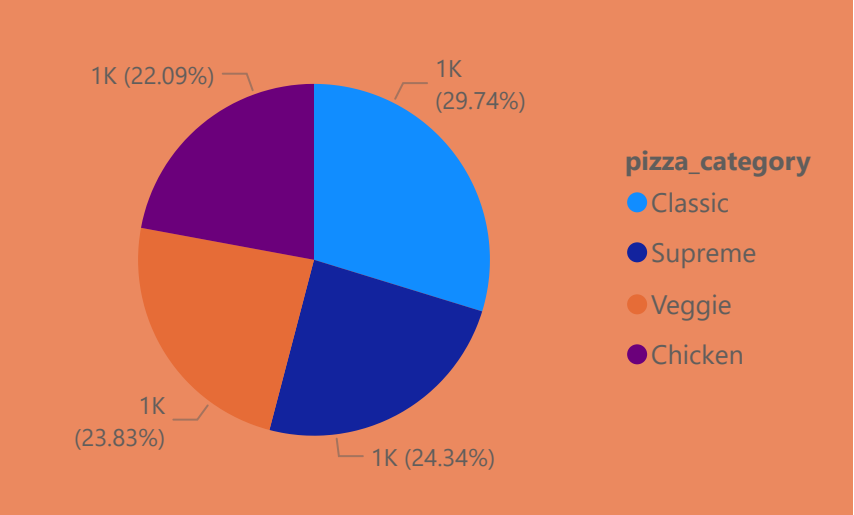
Sum of PCT by pizza\_size



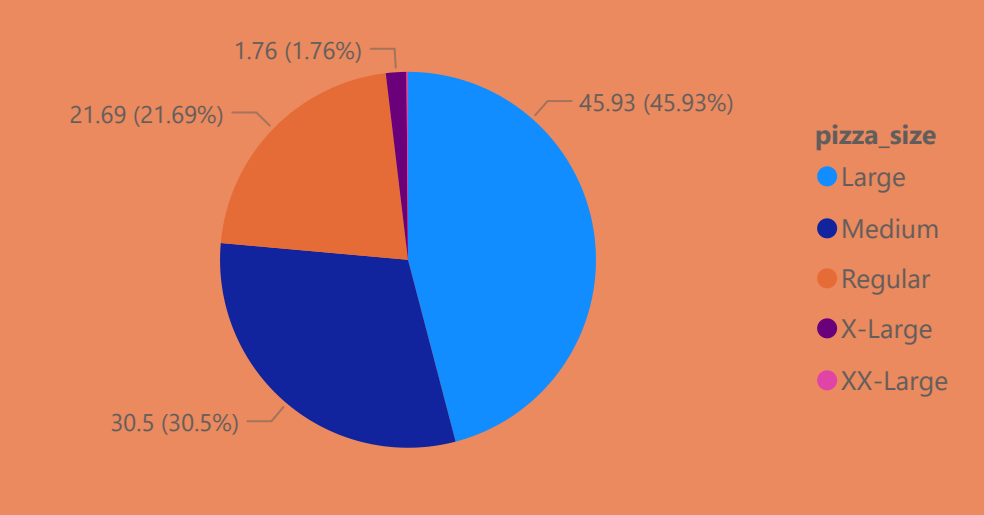
Sum of Total\_Pizza\_Sold by pizza\_name



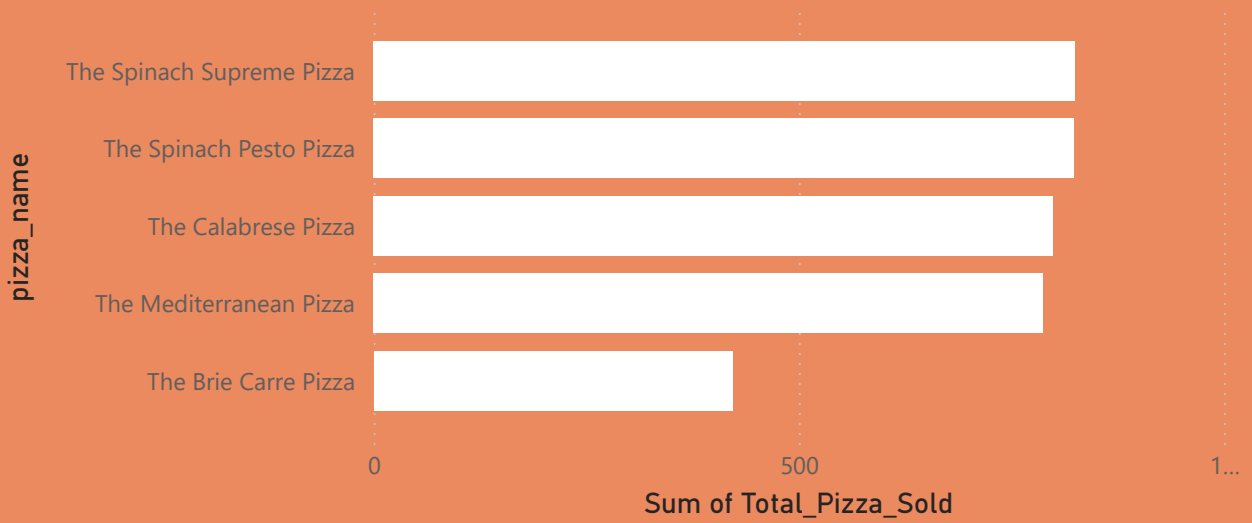
Sum of Total\_Quantity\_Sold by pizza\_category



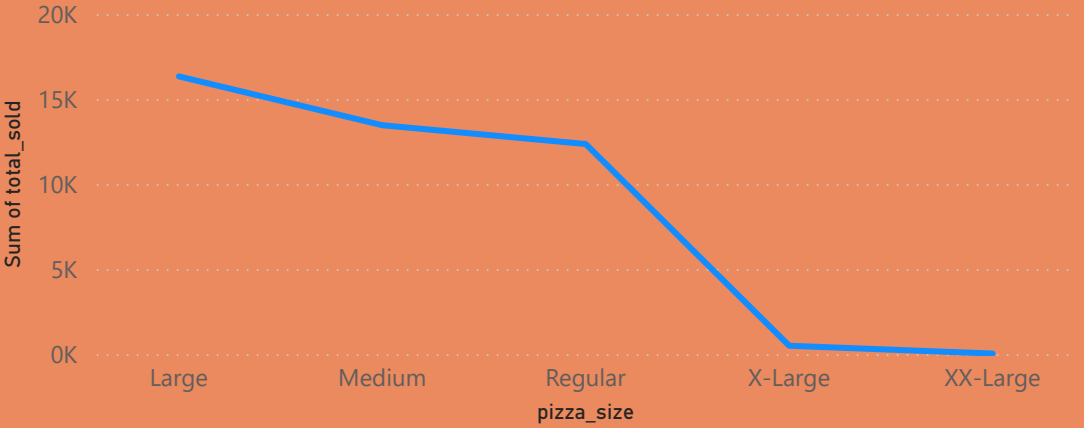
Sum of PCT by pizza\_size



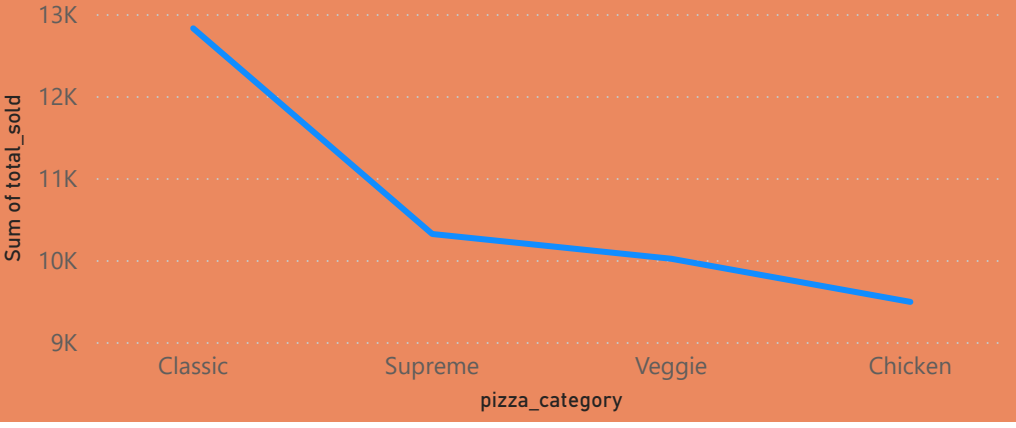
bottom 5 Worst sellers by Total Pizza Sold



Sum of total\_sold by pizza\_size



Sum of total\_sold by pizza\_category





# EXECUTIVE SALES INSIGHTS

## Total Revenue: \$703,831.30

The business is overwhelmingly driven by the **LARGE** pizza size, which accounts for **45.93%** of all units sold and is the top revenue generator.



## SALES & DEMAND HIGHLIGHTS

- **Busiest Day: FRIDAY** is the absolute top performer for both revenue and sales volume, followed closely by Saturday. Staffing and promotions should be focused here.
- **Slower Days:** Sundays and Mondays show the lowest total sales and average order value, suggesting an opportunity for special promotions to boost spending.
- **Top Category: CLASSIC** pizzas are the clear sales volume leader, outselling the Supreme category by a significant margin.



## PIZZA PERFORMANCE

### The Best Sellers

The top four specific pizzas (**The Spinach Supreme**, **The Spinach Pesto**, **The Calabrese**, and **The Mediterranean**) are highly competitive and drive the core of the business.

### The Outlier

Attention must be given to **The Brie Carre Pizza**. Its sales volume is drastically lower than the next worst seller, suggesting it needs a decisive review (promotion, reformulation, or discontinuation).

### Actionable Focus

**OPTIMIZE** around **Large** and **Classic** pizzas. **INVESTIGATE** the poor performance of the Brie Carre Pizza.